



To: Kat Madru / Entercom P.S.A. Director & Jill Christl / Executive Assistant  
Fr: Sharelle Leal – Entercom Promotion Assistant  
Re: KDND 2<sup>nd</sup> Quarter PSA Activities April, May, June 2011  
Date: July 11, 2011

Here is a report of the KDND Public Service activities for the 2<sup>nd</sup> Quarter of 2011:

- Ø KDND participated in the Creek View Ranch's Fun Run on April 2<sup>nd</sup> at Creek View Ranch Middle School. From 9a – noon KDND played music as participants and spectators participated in the walk which was a fundraiser for The Leukemia and Lymphoma Society.
- Ø On April 6<sup>th</sup> On-Air Personality, Orphan Andrew provided professional expertise to Sacramento State students at the annual 2011 AMA Round Table. The American Marketing Association (AMA) at Sacramento State University is a professional business organization devoted to providing students with opportunities to enhance their skills and knowledge, benefiting their future employers. With the help of businesses and community leaders, our collegiate chapter is able to provide even more opportunities to students who are *branding their future*.
- Ø April 8<sup>th</sup> KDND attended the UC Davis Pink Alive Fundraiser at Tres Hermanas in Downtown Davis. KDND provided music for the event from 10:30p – 2a, the event was a Pink Party that benefitted the Susan G Koman Foundation.
- Ø On April 16<sup>th</sup>, KDND's Wake Up Call morning show host Katie was a guest speaker at the American Heart Association's Annual Heart Ball. 100% of the proceeds from this event went towards Congenital Heart Disease research at UC Davis.
- Ø On April 16<sup>th</sup> KDND participated in the North Area Baseball's Parade and Opening Day Ceremonies at Brock Park. From 8:30a – 12:30p KDND played music as participants and spectators enjoyed the event.
- Ø On April 22<sup>nd</sup>, KDND donated a pair of Endfest Tickets to the Californian Assisted Living and Dementia Care Facility in Woodland. These tickets were given to the Employee of the Year on May 5<sup>th</sup>, 2011 as a thank you for their assistance.
- Ø KDND participated in Oak Ridge High School's Spring Fling event on April 28<sup>th</sup> at Oak Ridge High School in El Dorado Hills. From 1p – 2:30p KDND played music and gave away prizes to students who attended the event.

- Ø On May 6<sup>th</sup> KDND participated in Northwood Elementary's Fun Family Literacy Carnival at Northwood Elementary in Sacramento. From 4p – 6:30p KDND played music and gave away prizes to families attending the family literacy carnival.
- Ø KDND supported the Susan G Komen Race for the Cure which took place on May 7<sup>th</sup>. Starting in March, KDND supported the event by running live and pre-recorded mentions of the event, plus promotional announcements on the streaming feed on endonline.com. KDND also dedicated a 30 min Public File interview with Kat Maudru. Endonline.com also featuring a rotating banner placement with a link to the Susan G Komen website from March 20<sup>th</sup> – May 7<sup>th</sup>. On May 7<sup>th</sup> KDND attended the event from 7am – 10am and played music for participants along the race path!
- Ø On May 11<sup>th</sup>, KDND made a donation of 10 Endfest tickets to the Stanford Home Charity. Donated items were given to families of the charity, which allows them to spend an afternoon together without the worries and obstacles of everyday life.
- Ø On May 12<sup>th</sup>, KDND made a donation of a pair of Endfest tickets to the YMCA. Tickets were used in a raffle, where proceeds benefit the YMCA's Youth & Government program which focuses on youth development, healthy living and social responsibility.
- Ø May 14<sup>th</sup>, KDND attended the Active 20/30 Club's Sactopalooza event at Raley Field for a 4 hour appearance from 4p-11p. The End provided 50 on-air spots and 100 streaming spots which ran March 21<sup>st</sup> – May 14<sup>th</sup>, along with rotating display ads on their website during those same dates. The End listed Sactopalooza on their event page at endonline.com and also dedicated a 30 min Public File interview with Kat Maudru in April. Ticket giveaways for Sactopalooza were done during the months of April and May to promote the event as well as a social networking send to promote the event. Proceeds from Sactopalooza event raised money for underprivileged children and charities that support children in the Sacramento area.
- Ø On May 20<sup>th</sup> KDND attended NP3 High School's BBQ to celebrate their California Distinguished High School Award. From 12:30p – 3p KDND played music and gave away prizes to attending students from the BBQ.
- Ø On May 25<sup>th</sup> KDND's Chris K and John Nelson donated 1 hour of their time to help students at Sylvan Middle School with a project about careers in radio and being DJ.
- Ø On June 1<sup>st</sup>, KDND attended the NP3 8<sup>th</sup> Grade Graduation at NP3 Middle School in Sacramento. From 8a – 12:30p, KDND supported the 1<sup>st</sup> graduating class of NP3 Middle School and played music after the graduation for the students and families.
- Ø On June 3<sup>rd</sup>, KDND attended the Day On The Green event at Pioneer High School as part of Teen Program's Teen Pregnancy Prevention Outreach. From 12p – 3p, KDND played music and gave away prizes to attendees of the event.
- Ø On June 4<sup>th</sup>, KDND attended the MADD Walk at Southside Park in Downtown Sacramento. The walk was put on by the Mothers Against Drunk Driving organization. KDND attended the event and played music as well as did an enter to win for a pair of Rihanna Tickets.

- Ø On June 11<sup>th</sup> KDND attended the RoundRock 3on3 Basketball Tournament from 3p – 6p. Sacramento's Capitol Mall is renamed "Charity Drive" and all proceeds from the RoundRock Tournament benefitted Shriner's Hospital. The Eagle played music and set up their tent, as well as gave away prizes to attendees.
- Ø On June 15<sup>th</sup> KDND attended the Youth Outreach Event at St. Rose of Lima Park in Downtown Sacramento. From 3p – 7p KDND played music and handed out prizes to attendees of the youth event. The event was put on by the Sacramento Downtown Partnership to teach local kids about the resources available to them and introduce them to the Boys and Girls Club.
- Ø On June 16<sup>th</sup>, KDND attended the United Way Toilet Paper drive at Cal Expo. From 7a – 11a, KDND played music and helped the United Way collect over 115,000 rolls of toilet paper for the United Way's local nonprofit partner agencies.
- Ø On June 24<sup>th</sup> KDND attended the Sacramento County Independent Living Program's Event at William Land Park. From 12p – 3:30p KDND played music and gave away prizes. They also provided a sound system for part of the community event.
- Ø On June 29<sup>th</sup>, KDND attended the Sacramento Children's Home BBQ at their location in Sacramento. From 12p – 2p KDND played music and gave away prizes to children attending the BBQ.